



LOOKING FOR A DELICIOUS AND PROFITABLE  
WAY TO BREAK INTO THE EXCITING  
**\$19 BILLION** VEGAN FOOD INDUSTRY?



# BECOME A PART OF A WINNING TEAM WITH INDUSTRY EXPERIENCE AND A TRACK RECORD OF PROFITABILITY!

Are you ready to dig into the mouthwatering world of falafels?  
Join an up-and-coming vegan franchise brand in the growing  
Mediterranean fast-casual food industry!

Our cost-effective falafel franchise opportunity is the perfect way to get started! With the industry projected to reach \$19 billion in the next few years, there's never been a better time to join. Our franchise offers a proven business model, comprehensive training, and ongoing support to help you succeed. Plus, with our focus on eco-friendly and sustainable practices, you can positively impact the planet while running your business.

We're offering hands-on management and proven practices for profitability. Our menu highlights the best combination of Mediterranean greats with a focus on healthy alternatives to typical fast casual food service restaurants. So much more than your everyday falafel shop, we're using traditional recipes in a modern and trendy setting to craft a dining experience that keeps customers coming back for more!

If you're looking for a franchise opportunity that is both exciting and profitable, look no further! With a proven track record of success and multiple business models to choose from, there's never been a better time to join the What the Falafel family!





# HUNGRY FOR A CHANGE? INVEST IN OUR CRAVEABLE BRAND!



## AT WHAT THE FALAFEL, WE'RE ALL ABOUT BRINGING DELICIOUS MEDITERRANEAN CUISINE TO THE MASSES.

With our team's combined experience in both marketing and food service, we're serving up a winning combination of unparalleled experience, unique concepts, and modern branding all with high customer demand. It's a one-of-a-kind opportunity to take your career in a new and delicious direction!

- Profitable Business** - What the Falafel has a very impressive potential ROI for a franchise owner. With reasonable start-up costs and applicability in a wide range of markets, our concept is financially sound.
- Expansive Growth Potential** - Today the average consumer has an evolving pallet. People want something new and they expect an experience. What the Falafel offers a convenient, fresh, and unique concept to keep them coming back.
- Strong Core Values** - What The Falafel has an extreme focus on providing only the best experience to the customer. This wisdom has driven success and growth and will continue to do so in building the franchise system.

- Easy Operations** - The What the Falafel model is operationally simple and runs smoothly with a small number of employees and as a retail-based food service operation provides a very basic structure.
- Teachable Systems** - A key benefit of the What the Falafel concept is systems that allow for the franchisee to plug and play based on the proven model. The owner can even work part-time eventually.

- Track Record of Success** - What The Falafel has grown to several strong operating locations and our team is committed to replicating this success via franchising so food lovers across the nation can enjoy our one-of-a-kind menu.
- Multiple Business Models** - What sets What The Falafel apart is our franchise concept offering multiple great business models. Both the brick-and-mortar and the ghost kitchen require a reasonable initial investment and offer streamlined and efficient systems.





# JOIN THE WHAT THE FALAFEL FAMILY

*The owner-operator of a What the Falafel franchisee should be excited about running a restaurant! We want partners who are outgoing, warm and can bond with the customers as well as the staff. Potential candidates should have*



**Good management abilities**



**Strong customer service skills**



**Belief and interest in the business**



**Previous industry experience**





# WELL-SEASONED SUPPORT FOR LONG LASTING SUCCESS



With a What The Falafel franchise, you can join a network of passionate and dedicated falafel enthusiasts!

*Open your own store or offer our delicious options at your ghost kitchen, creating a world-class experience your customers will never forget. We provide the knowledge, experience, and tools necessary to make each What The Falafel profitable and fun to run!*

## Operational Support

What the Falafel provides ongoing training and support in product ordering, food preparation, suggested pricing guidelines, and administrative procedures.

## Marketing Support

What the Falafel coordinates the development of advertising materials and strategies with prepared consumer marketing plans.

## Purchasing Support

What the Falafel negotiates quantity discounts on behalf of all of its franchisees to pass on savings.

## Site Support

What The Falafel offers site selection services including a lease worksheet, demographic details, and visits to approve locations.

## Developmental Support

What the Falafel management and leadership will continue to research methods and techniques that enhance operations and profitability.





# INVESTMENT SNAPSHOT

## WHAT THE FALAFEL GHOST KITCHEN MODEL:

“ Minimum Initial Investment:  
**\$85,000** ”

“ Franchise Fee:  
**\$25,000** ”

“ Royalty Fee:  
**6%**  
of Gross Sales ”



## WHAT THE FALAFEL BRICK AND MORTAR MODEL:

“ Minimum Initial Investment:  
**\$200,000** ”

“ Franchise Fee:  
**\$35,000** ”

“ Royalty Fee:  
**6%**  
of Gross Sales ”

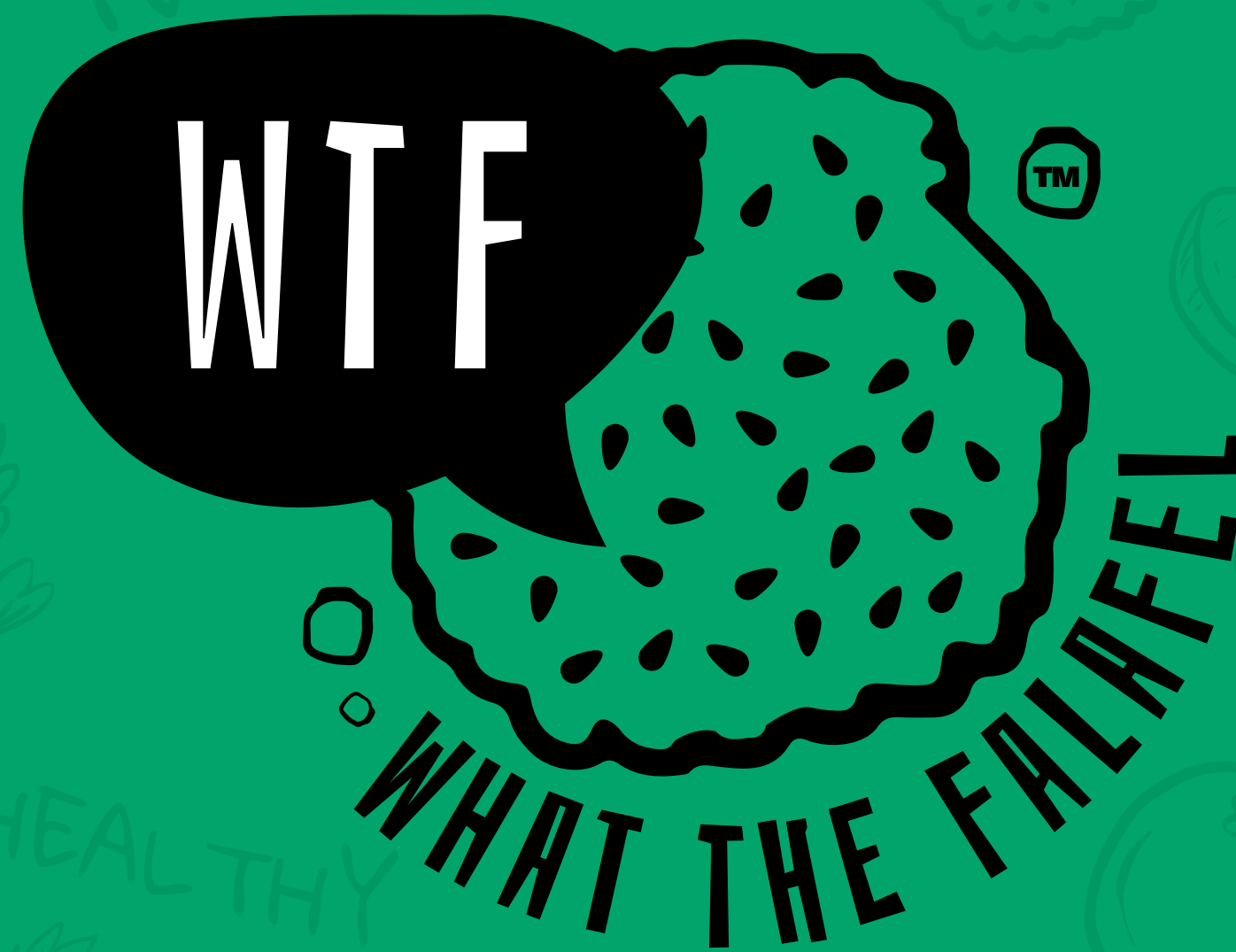


IT'S TIME TO DIG INTO AN **EXCITING NEW FUTURE!**



With a unique new twist on traditional cuisine and a proven model that's been streamlined for easy operations, this is the perfect recipe for success. To become a part of the What The Falafel family, visit our website today!





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*This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.*